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AI Analysis by Dhafer Hamad Al-Zayani

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Introduction

In this article, I offer a brief but rational analysis — free from fanaticism — of the psychological media tactics mastered by our opponents. Members of the Shia sect have succeeded through a well-organized and structured media plan, while Sunni counterparts remain largely unorganized in terms of media and psychological strategy — often finding themselves in a defensive position, quickly falling into despair and frustration under the weight of their opponents' attacks.

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The Nature of Psychological Media Warfare

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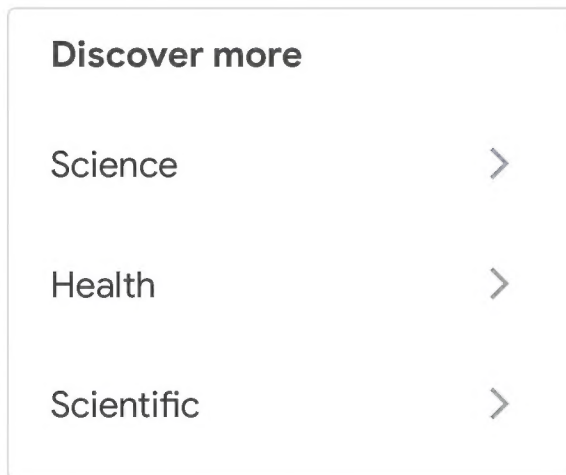
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Media warfare is primarily driven by the deep psychological study of the opponent – their writings, statements, conversations, family, work, friends, and even physical appearance. Opponents do not hesitate to spread rumors within their adversaries' circles and undermine them morally and politically.



Practical Examples

****1. The Interview: Faisal Al-Sheikh & Hisham Al-Zayani vs. Lawyer Al-Shatti****

In theory, numbers should overcome courage. Yet Al-Shatti used psychological tactics live on air, throwing his opponents off balance completely:

- He struck ****Faisal Al-Sheikh (فيصل الشيخ)**** through his hairstyle
- He struck ****Hisham Al-Zayani (هشام الزياتي)**** through his affection for Saddam Hussein (سعيد الحمد)



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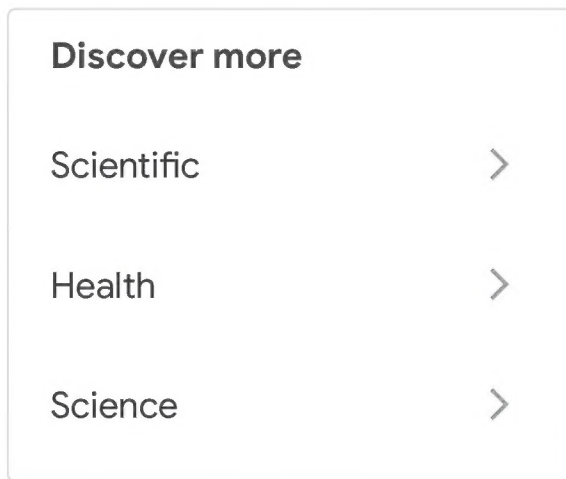
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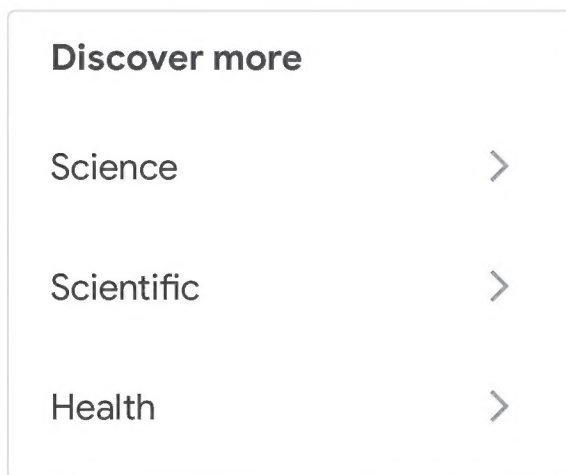


Both appeared weak — not because of who they truly are, but because the unexpected psychological assault placed them in an unenviable position.

****2. Bahrain Television****

The label ****"the one-eyed channel"**** was attached to Bahrain TV, resulting in orders being issued to suspend important programs.

Psychological attacks were launched against prominent figures including ****Sawsan Al-Sha'er, Samira Rajab, Saeed Al-Hamad,**** and ****Al-Shurouqi.**** Even if these individuals were personally unaffected, their families certainly were.



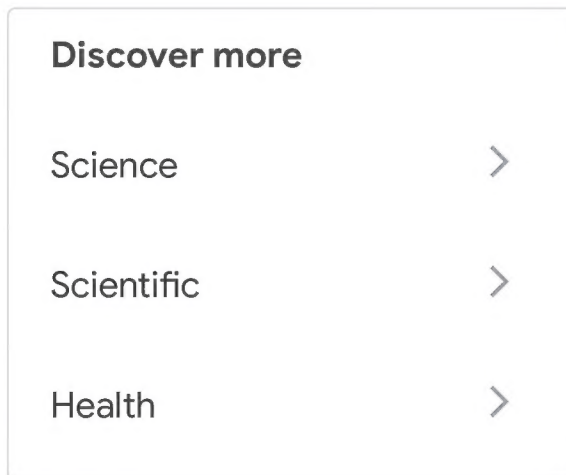
****3. Ready-Made Accusations****

A set of damaging labels was systematically deployed against opponents:

- **"Dollar worshippers"**

- **"Servants and slaves"**

- **"Thugs"**



- **"Naturalized citizens"**

- **"Drummers"**

Each of these constitutes a psychologically painful strike against its target.

****4. Labeling Resisters as "Sectarian"****

For those who withstand the psychological assault, the next move is to address the public directly — branding the individual as **"sectarian"** and a **"threat to civil peace."** This label is then reinforced through articles, statements, and conversations sustained over days and months until readers become convinced that the accused is genuinely dangerous and must be opposed.

Our Weaknesses vs. Their Strengths

Our opponents are largely ****immune to psychological attacks****
directed at them. Labels such as:

- ***"Zoroastrians"***

- ***"Sons of temporary marriage"***

- ***"Traitors"***

- ***"Fifth column"***

- **"Militias"**

...carry little psychological impact. In fact, opponents use these attacks to portray themselves as victims and gain reader sympathy — turning our offensive into their advantage.

The Path Forward

We cannot simply ****copy**** our opponents' methods — we must ****develop and surpass**** them, striking where they least expect it. They do have psychological vulnerabilities, and those among us who have identified and exploited them have won media rounds.

The key lies in:

- Deep study of the opponent's psychology
- Moving from a defensive to an ****offensive**** media posture
- Developing ****innovative tactics**** that create genuine psychological impact
- Understanding that this is a ****long-term war**** requiring sustained strategy, not reactive responses

Closing Question

****Are we making any media progress — or will we continue to watch ourselves fall and declare our media surrender?****

AI Analysis

****1. Organized vs. Unorganized:****

The article highlights a critical asymmetry — one side operates with a coordinated, long-term psychological media strategy, while the other reacts defensively without a unified plan.

****2. The Power of Labeling:****

Sustained use of negative labels over time creates fixed perceptions in the public mind, regardless of truth. Repetition becomes reality.

****3. Turning Defense into Offense:****

The opponents' ability to reframe attacks against them as evidence of victimhood is a sophisticated reversal tactic — one that requires equally sophisticated counter-strategies.

****4. Targeting Personal Vulnerabilities:****

Studying and striking personal weaknesses — family, reputation, appearance — is a deliberate and calculated method of psychological destabilization.

****5. The Call for Strategic Development:****

The author's core message is a call for professionalization of Sunni media engagement — moving beyond emotional reactions toward structured, psychologically informed counter-strategies.

> **"I affirm from the outset that I have no personal animosity toward our honorable Shia brothers as individuals. My strong objection stems entirely from my faith as a member of Ahl al-Sunna wal-Jama'a — a red line that cannot be crossed. Targeting our Islamic symbols, foremost the honor of the Prophet ﷺ, his pure wives, and his noble companions, is something we cannot accept or ignore. As**

for private religious rituals and practices, we do not interfere — as long as they do not become tools to undermine our sanctities or threaten our national security and identity."*

>

> — ****Dhafer Hamad Al-Zayani****

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